



SUPER FINANCING OFFERS TO CHOOSE FROM AT
DEALER NAME!
 DON'T MISS OUT ON OUR
 LOWEST PRICES EVER!



AS LOW AS

3.99% FIXED APR*
 FOR UP TO 36 MONTHS
 ON SELECT 2010 AND PRIOR MODELS

Through Honda Financial Services

PLUS UP TO
\$2,500
 BONUS BUCKS[†]
 ON SELECT 2008 & PRIOR
 MOTORCYCLES, ATVs & PWCs

AND UP TO
\$1,000
 BONUS BUCKS[†]
 ON SELECT 2009
 MOTORCYCLES, SCOOTERS, ATVs & MUVs

HURRY IN! THESE OFFERS END SOON!

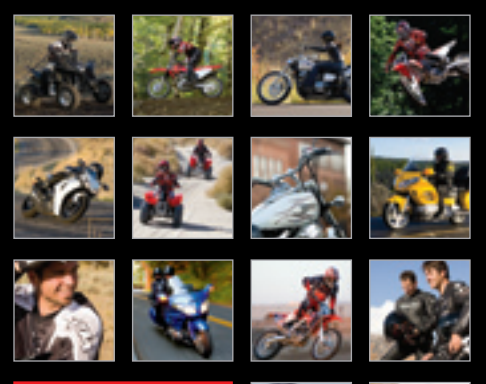


1234 Motorcycle Dr • City, ST
555.555.1234
 TOLL FREE: 800.555.1234

STORE HOURS:

Monday - Friday 9 AM - 6 PM
 Saturday 10 AM - 4 PM
 Sunday Gone Ridin'

www.HondaDealerWeb.com



Honda
 DEALER NAME
2010

SUPER SALE

NOW THROUGH JANUARY 30
 GREAT PRICES STOREWIDE!
 DON'T MISS THESE DEALS!

PRST STD
 U.S. POSTAGE PAID
 FORT WAYNE, IN
 PERMIT NO. 869



THIS IS OUR BIGGEST SALE OF THE YEAR!
WE'RE MAKING ROOM FOR NEW INVENTORY!

TAKE ADVANTAGE OF SUPER SALE PRICING THROUGH JANUARY 30!

2009 VTX1300C



SUPER SALE PRICE AS LOW AS \$8,714!

BASE MSRP
\$10,199

HOT PRICE FOR 2010!

2009 VTX1300T



SUPER SALE PRICE AS LOW AS \$9,904!

BASE MSRP
\$11,499

SAVE OVER \$1,500!

2009 SHADOW AERO®



SUPER SALE PRICE AS LOW AS \$5,699!

BASE MSRP
\$6,999

\$500 BONUS BUCKS[†]!

2009 SHADOW SPIRIT™ 750



CANDY DARK RED/
 METALLIC SILVER
 IN-STOCK!

SUPER SALE PRICE \$5,699!

MSRP
\$6,999

\$500 BONUS BUCKS[†]!

2009 CBR®1000RR



AS LOW AS
\$207
 PER MONTH*
 at 6.99% Fixed APR
 for 60 months

SUPER SALE PRICE AS LOW AS \$10,449!

BASE MSRP
\$12,999

SAVE OVER \$2,500!

2009 CBR600RR



AS LOW AS
\$151
 PER MONTH*
 at 6.99% Fixed APR
 for 60 months

SUPER SALE PRICE AS LOW AS \$7,579!

BASE MSRP
\$10,499

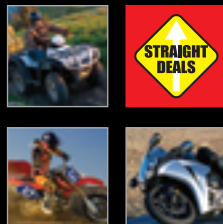
\$1,000 BONUS BUCKS[†]!

ATVs are recommended for riders 16 years of age and older. Riders under 16 must be supervised by an adult. Parents need to consider their youngsters age, size, ability and maturity before allowing them to ride. All AquaTrax® models are recommended for operators 16 years of age and older.

DEALER LOGO

SUPER SALE

HURRY IN!
SALE ENDS
JANUARY 30!



WE'VE NEVER HAD A SALE THIS BIG!

AMAZING STOREWIDE DEALS! OUR LOWEST PRICES EVER!

AS LOW AS

3.99% FIXED APR*
FOR UP TO 36 MONTHS
ON SELECT 2010 AND PRIOR MODELS

Through Honda Financial Services

PLUS UP TO

\$2,500 BONUS BUCKS†
ON SELECT 2008 & PRIOR
MOTORCYCLES, ATVs & PWCs

AND UP TO

\$1,000 BONUS BUCKS†
ON SELECT 2009
MOTORCYCLES, SCOOTERS, ATVs & MUVs

2008 CBR1000RR



AS LOW AS 0.99%** FINANCING AVAILABLE!

BASE MSRP
\$11,599

\$2,500 BONUS BUCKS†

2009 GOLD WING®



ASK US ABOUT
GREAT
FINANCING
ON '09 & PRIOR
TOURING
MODELS!

SUPER SALE PRICE AS LOW AS \$19,199!

BASE MSRP
\$22,099

WHAT A GREAT DEAL!

2009 CRF™ 450R



ONLY
\$94
PER MONTH*
at 6.99% Fixed APR
for 60 months

SUPER SALE PRICE \$4,709!

BASE MSRP
\$7,999

\$1,000 BONUS BUCKS†

2009 BIG RED™



AS LOW AS
\$186
PER MONTH*
at 6.99% Fixed APR
for 60 months

SUPER SALE PRICE AS LOW AS \$9,389!

BASE MSRP
\$11,399

\$800 BONUS BUCKS†

2009 FOREMAN® 4X4 ES/EPS



AS LOW AS
\$121
PER MONTH*
at 6.99% Fixed APR
for 60 months

SUPER SALE PRICE AS LOW AS \$6,069!

BASE MSRP
\$7,399

\$300 BONUS BUCKS†

2008 TRX™450R AND ER



SUPER SALE PRICE AS LOW AS \$5,349!

BASE MSRP
\$6,849

\$1,000 BONUS BUCKS†

2009 RUCKUS™



SUPER SALE PRICE A \$1,717!

MSRP
\$2,149

\$200 BONUS BUCKS†

2009 METROPOLITAN™



SUPER SALE PRICE AS LOW AS \$1,632!

BASE MSRP
\$2,049

\$200 BONUS BUCKS†

2007 AQUATRAX® F-12X GPSCAPE™



SUPER SALE PRICE \$9,999!

MSRP
\$11,999

\$1,800 BONUS BUCKS†

20% OFF



ALL IN-STOCK PARTS AND ACCESSORIES
NOW THROUGH SATURDAY, JANUARY 30!



Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Not valid on unit purchases. Offer expires 1/30/2010.

FREE OIL FILTER



WITH PURCHASE OF AN OIL CHANGE!



Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 1/30/2010.

25% OFF



ONE IN-STOCK PARTS, ACCESSORY OR APPAREL ITEM
9 - 11 AM, EVERY SATURDAY IN JANUARY!



Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Not valid on unit purchases. Offer good 9 - 11 AM, 1/16, 1/23 & 1/30/2010 only.

honda.com BE A RESPONSIBLE RIDER. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING AND PLEASE RESPECT THE ENVIRONMENT. OBEY THE LAW AND READ YOUR OWNER'S MANUAL THOROUGHLY. ATVs are recommended only for riders 16 years of age and older. Riders under 16 must be supervised by an adult. Parents need to consider their youngster's age, size, ability and maturity before allowing them to ride. All AquaTrax are recommended for operators 16 years of age and older. Always wear a U.S. Coast Guard approved personal flotation device, neoprene wetsuit bottom, eyewear and other appropriate safety apparel. Always ride with the safety lanyard attached to your person. Read your owner's manual thoroughly and abide by all local, state and federal laws and regulations. Honda will reimburse you for rider training, not only for yourself but family or friends up to the number of seats on your vehicle. See your salesperson for details. The Big Red is recommended only for highly experienced riders 16 years of age and older. Multi-purpose Utility Vehicles can be hazardous to operate. For your safety, be responsible. Always wear a helmet, eye protection and appropriate clothing. Always wear your seat belt and keep side nets and doors closed. Avoid excessive speeds and be careful on difficult terrain. All MUV drivers and passengers should watch the safety video "Multipurpose Utility Vehicles: A Guide to Safe Operation" and read the owner's manual before operating the vehicle. Never drive under the influence of drugs or alcohol, on public roads or with more than one passenger. Big Red is only for drivers 16 years and older. Driver and passenger must be tall enough for the seat belt to fit properly and to brace themselves with both feet firmly on the floor. Passenger must be able to grasp the handhold with the seat belt on and both feet on the floor. Respect the environment when driving. *3.99% Fixed APR Financing available for customers who qualify for super preferred credit tier for up to 36 months through Honda Financial Services. Payment example: 36 monthly payments of \$28.20 for each \$1,000 financed. Offer good on new and unregistered 2008 CBR1000RR models. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with participating Honda dealers for complete details. Offer ends 3/31/2010. **0.99% Fixed APR financing available for customers who qualify for super preferred credit tier for up to 36 months through Honda Financial Services. Payment example: 36 monthly payments of \$28.20 for each \$1,000 financed. Offer good on new and unregistered 2008 CBR1000RR models. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with participating Honda dealers for complete details. Offer ends 3/31/2010. †Bonus Bucks offer good with the purchase of select new models and may only be used for purchases at the dealership. Bonus Bucks must be redeemed on the day of purchase. Offers have no cash value and are not transferable. Redemption value not to exceed \$500 Bonus Bucks on 2007 TRX400EX models. Offers good on new and unregistered models only and end 2/28/2010. \$2,500 Bonus Bucks on 2008 CBR1000RR and 2008 TRX700X models. \$1,900 Bonus Bucks on 2007 CBR1000RR models. \$1,800 Bonus Bucks on 2007 and prior ARX1200 models. \$1,000 Bonus Bucks on 2007 VTX1800 (All), 2009 CRF600R/RA, 2008 CRF250R, 2007 & 2008 TRX450R/ER and 2008 TRX400EX models. \$800 Bonus Bucks on 2009 MUV700 models. \$500 Bonus Bucks on 2010 MUV700A, 2009 VT750 (All), 2008 CRF150R/RB, 2008 TRX250EX, 2007 TRX300EX models. \$300 Bonus Bucks on 2009 TRX500FE/FM/PE/FP models. \$200 Bonus Bucks on 2009 NPS50 and CHF50/S models. Offers good on new and unregistered models only and end 3/31/2010. \$1,000 Bonus Bucks on 2009 CRF450R models. Offers good on new and unregistered models only and end 6/30/2010. \$1000 Bonus Bucks on 2008 VTX1800T (Spec 1 & 2) and VTX1800 (All) models. Offers good on new and unregistered models only and end 8/31/2010. Customer may apply Bonus Bucks to parts, accessories, riding gear or other purchases and is responsible for all related sales tax. Prices do not include tax, title, license and other fees. See dealer for details. Professional riders shown in closed courses. Shadow Aero®, Shadow Spirit™, Gold Wing®, Metropolitan™, CBR®, Ruckus™, Recon®, Rancher™, Foreman®, Rincon™, CRF™, Interceptor®, VTX™, TRX™, Big Red™, AquaTrax®, GPSCAPE™, SportClutch™ and Honda Genuine Accessories™ are registered trademarks of Honda Motor Co., Ltd. SAAL Publishing Co., 6528 Constitution Drive, Fort Wayne, IN 46804, 866.722.5123. Printed in U.S.A. (1/2010)